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Aroma

Jones' 1934 Catalog of
SELECT STRAWBERRY PLANTS

===== Grown by =====

J. W. JONES & SON
FRANKLIN, VIRGINIA



We believe you will find our plants as good as can be grown.

Terms:


For thirty-three years we have been selling strawberry plants by catalogue only, filling all orders with strictly fresh dug, true-to-name, high grade stock of our own growing. We can sometimes ship during January and February, depending on the severity of the winter, but after March first we are able to dig and ship daily until May first. After May first we can ship out a limited number of orders, but the earlier you secure your plants the more certain is your success with them.

As noted above our stock is always fresh dug. **We do not store plants** under any conditions, and will always replace anything that may reach you in bad condition, provided the transportation company has given it proper dispatch. If it has been too long on the road, refuse to receive it. We will then refill your order and get our pay from the Express Company.

We would prefer your check or Bank Draft in payment for plants, for please remember that our terms are Cash with Order. We cannot undertake to do a credit business at the price at which our plants are sold. To serve you at the lowest cash price, is we believe very distinctly to your advantage. We will book your order and hold the plants a reasonable time awaiting your remittance.

Our best references are our thousands of satisfied customers, many of whom have been with us for twenty-five years or more, but if you are interested in a Bank reference kindly write Vaughan & Co., Bankers, Franklin, Va. Enclose stamp for reply.

“1934”



PERHAPS it is quite true to say that 1933 marked the low water mark in recent years for cash returns on strawberries. Surely it has been a number of years since profit results were so disappointing.

A number of reasons contributed to this result: we were just emerging from the extreme depression following the Bank Holiday; the season was distressingly rainy, resulting in poor marketing quality; the opening of Spring was late, holding back Southern berries into an overlapping of the Northern sections; and lastly there was, under conditions, an over production.

For this year we believe that conditions are quite different. No one may venture to guess the opening date of Spring weather, but we do know that business has greatly improved under the “New Deal;” that all probabilities are that we shall not have a repetition of the torrential rains that afflicted so many sections; and that there will not be the overproduction that marked 1933. We feel every confidence that this year will be marked by at least, reasonable profits for the man who has strawberries to put on the market.

Now let us turn our eyes to the future. We realize that undertaking to play the role of prophet is at best a risky undertaking. We do feel, however, that to the man who plants berries this Spring there is certain to be a reasonable profit assured. We do not see how berries can fail to bring a fair price in 1935. May we suggest some reasons: viz—the low prices prevailing in 1933 will discourage many growers from planting, some at all, and all somewhat; in all growing sections that we know about berries have not done well, few plantings will be “carried over” for another year’s crop; and then we have every confidence that American business is definitely “around the corner” and that the purchasing power of the country will steadily gain. This in itself is a guarantee of better prices. This does not mean that we are advising our friends to go heavily into the planting of strawberries. But we do believe that with a careful selection of soil and varieties, a reasonable profit may be confidently anticipated.

We have faith in strawberries. An observation that is swiftly verging into fifty years gives us this faith. They do not always pay, but they do pay oftener than any crop we know.

In order to help in a low production cost for all our customers, we are making low prices. This does not mean that the quality of the plants is not of the highest, for it is. In all our experience we never have grown better. They are produced in a warm sandy soil that gives to you all the fibrous roots, so necessary to a quick start in their new home. They are true-to-name. They are packed right. They are priced right. We can fill your order for a dozen or a million, and, of course we want to do it.

If an old customer and you buy, we know we shall get your order. If you have not used Jones’ plants before let us have your order this year. We can save you money and serve you well.

With all the good wishes of the Season, we are,

Very respectfully yours,

J. W. JONES & SON.

Back In The Family

Dear Friends:

In the Spring of 1901 the firm of J. W. Jones & Son sent out its first catalogue and shipped its first orders of strawberry plants. Since that time much "water has passed over the dam." J. W. Jones was then sixty years of age and had been growing strawberries for twenty nine years. His fine judgment and wide experience went into the making of the venture a sure success from the start. Mr. Jones, Senior, passed to his reward in 1927 at the ripe age of eighty six, fifty-five years of active interest and observation in the growing of strawberries for market shipment, and for plants for sale.

Roscoe Jones, the son in the firm, was active in the business from its modest beginning in 1901 until 1921, when he retired from the active management, (though still maintaining an ownership interest) to give his time and attention to an entirely new line of work. In 1922 Mr. M. C. Smith assumed an interest in and the active management of the business. This was continued until 1927 when Mr. Smith retired for entrance into a larger field.

Beginning with this year the active management and intimate direction of the business comes back again into the immediate family. Phoebus Jones, grandson and son of the founders having decided to devote his entire time to it. He was in active touch with it from his birth in 1909 until now, with the exception of his four years in college, and has determined to maintain the same high quality of plants and the same care in keeping all stock true to label that has characterized the business from its beginning.

With this year we start in an entirely new location, at Franklin, Va. We believe that it offers our customers very definite advantages; it is in a territory where strawberries are not and never have been grown, not even in gardens. This assures us a virgin soil free from disease incidental to strawberries and guaranteeing a thoroughly healthy plant. The soil here is a fine sandy loam that assures you of a perfectly developed root system, which will not be damaged in digging. There is a great abundance of labor so that all orders can be filled strictly on time. We have here very superior shipping facilities to those at our old location: two railroads, two Express Companies, and six mail dispatches each day.

We are prepared to fill your orders this year with plants of the highest grade, true-to-name, and free from disease. We feel sure you wish that kind. We therefore solicit your order in the full confidence that we can please you in every way, and at prices that are as low as good plants can be sold.

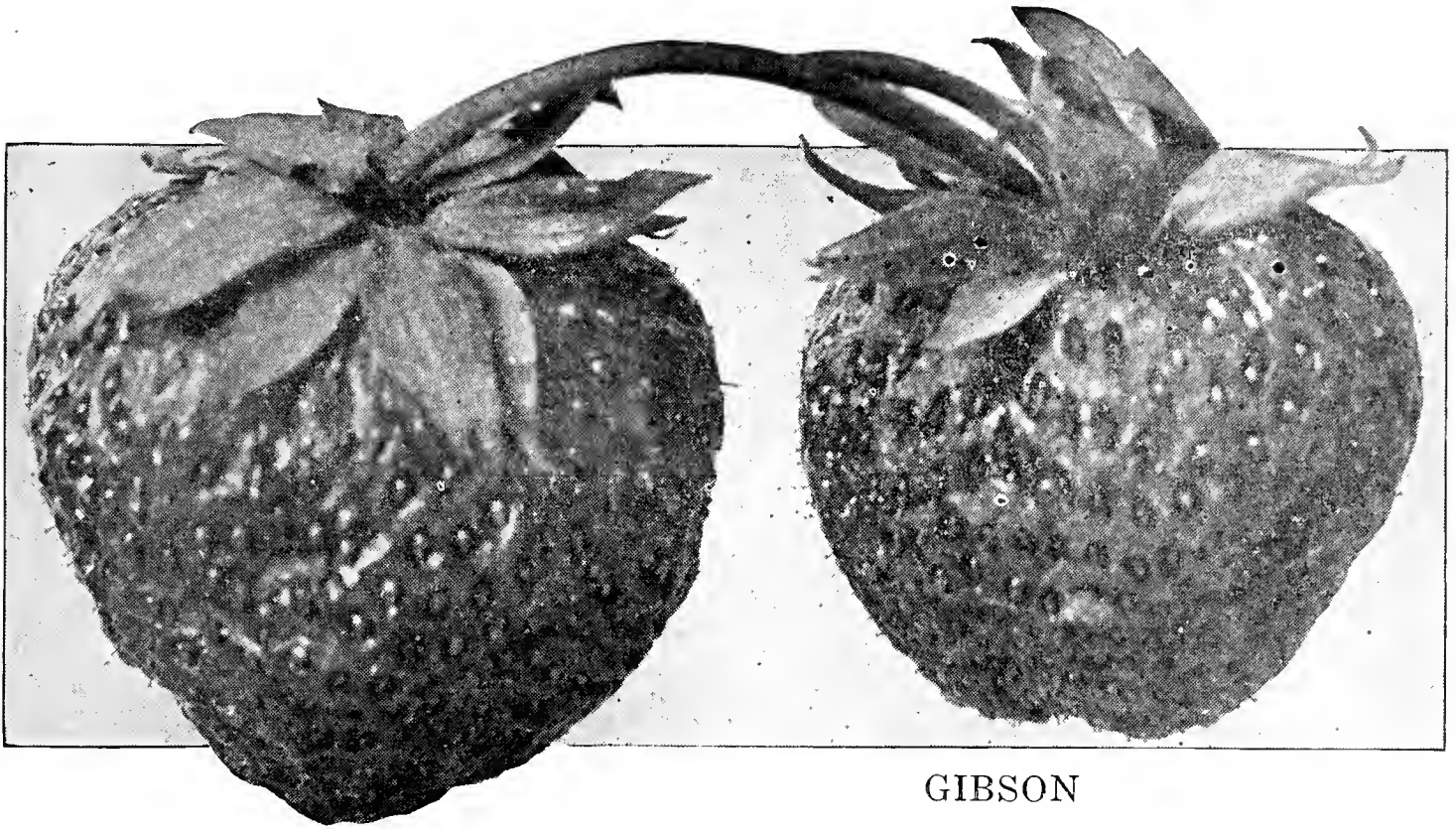
Jones' plants are "grown right, priced right, packed right."

With appreciation for the faithfulness of friends in other years and with every confidence in the future of berry growing in America, we are,

Faithfully yours,

J. W. JONES & SON,

FRANKLIN, VIRGINIA.



GIBSON

Strawberries and the Future

There is really a good deal of pleasure in growing beautiful strawberries. Still the man who really grows any quantity is interested in the possible profit.

Now we wish to say that it is our honest belief that strawberries will continue to return good profits for a long time. Of course there will be "off years" when rains make the quality such that they can not be gotten to market in a respectable condition; or consuming drought, when next to none are harvested. But on the whole we believe that strawberries are the safest of all farm crops so far as the prospect of profit is concerned, and for the following reasons:

1. They are the first fruit available in spring, and people are eager for something fresh. Everywhere people are waiting for "berry season."
2. Improved methods of distribution, and they are constantly being further improved, are giving to berries an ever widening market. The quantity consumed increases annually, and will continue to do so.
3. The poor fruit is more and more being taken by canners and juice factories. This relieves the market of congestion and helps the sale of better fruit.
4. The Pure Food Law which prescribes only genuine fruit juices in soft drinks has made and will maintain a large outlet for berries. We believe that if you plant a moderate acreage, and while we sell plants, we wish to say most emphatically "**do not plant more than you can care for,**" that you are reasonably certain of a fair return for your investment and labor.

We Guarantee everything that we sell true to name, and believe 99 per cent of everything that we have ever shipped has proved so. However, sometimes in spite of the utmost precautions, mistakes do occur, and we will, upon proper proof, replace anything that proves untrue to label or refund the purchase price.

Strawberry Plants are packed in slatted crates, with plenty of damp moss, and will carry as far as from any concern in the United States.

How To Plant Strawberries

Every year we have numberless requests for information on the best method of growing strawberries. Of course, every one recognizes that this is a very difficult question to answer, as conditions vary so greatly in different localities and on different soils. Nine-tenths of all berries grown, or even more, are grown by the matted-row system; that is, to leave about all the runners on the parent plants to take root and make a wide row, leaving room enough in the alley between the rows for the convenience of the pickers.

The fundamental element of success in growing any crop is the selection of a soil. Strawberries need a strong, well-drained location, but at the same time, the land should be as retentive of moisture as it is possible to have it. Strawberries suffer more from dry weather than from any other cause and therefore a moist soil always contributes to success. Grow cowpeas or soybeans on land the previous year to planting strawberries if it is possible; where they are not practicable, sow rye in the early fall and plow under early the next spring, as strawberries need a soil full of humus. It holds the moisture and makes them grow and bear much better.

We always plow in the fall, but when that cannot be done plow as early in the spring as possible. This is important, as berry plants need a well-compacted soil. Settling during the winter puts the soil in ideal condition for spring planting.

Make your rows 4 to 4½ feet apart and set plants from 15 inches to 3 feet apart in the rows, depending on the variety. Chesapeake, making but few plants, should be placed about 15 inches. Heflin, a prolific plant maker, will get too thick quite often if set 3 feet. Big Joe, Sample and most midseason kinds will usually make a proper bed if planted 2 feet apart. Gandy, Lupton and Big Late 2 to 2½ feet. We run our furrows with a double row marker, sow fertilizer down the furrow at the rate of 400 to 500 pounds to the acre, and then make a sharp list with a two-horse machine, striking down this bed nearly level of the field with a hoe or small drag and you are ready to set your plants.

We desire to warn our friends against the too heavy application of commercial fertilizers to young Strawberry plants. It is dangerous in the extreme. Many plants have been injured and often killed outright, but 400 or 500 pounds will not hurt them, provided it is well scattered and then cultivated in before setting the plants. We recommend raw bone meal as the best for berries.

There are many methods of setting the plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the original bed, and to pack the dirt firmly around the roots. This done there



Fibrous Roots Guarantee
A Quick Start

is little choice as to the method of doing it. The cultivation is always important and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted to strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots, and success is assured.

Let's Have A Trial Bed

Just a helpful suggestion. Plan to set a trial plot of berry plants. One dozen of each variety will do, and the cost will be small in comparison to the possible results obtained. No fruit is so susceptible of a different result in a different soil and climate, as is the strawberry. You may read the descriptions of varieties in this little book, buy and set the plants, and find at fruiting time that you do not get the quantity or quality of fruit you had expected. Naturally one thinks that the catalog description was a gross exaggeration. Not at all. We try to tell the truth. They have just behaved differently with you than with us. Since this is so very generally true, plant a trial plot of your own. It will richly repay you. It is just about the only way to find a correct answer to a question so persistently asked us: "What variety shall I plant?" We want to help, and so wish we knew, but so often we don't. Of course there are fundamental factors that are always involved and therefore that may always be kept in mind.

1. If you have a home market you want quality and appearance. Then for early plant Premier and Blakemore, medium Big Joe and Lupton, Gandy, Aroma or Big Late.
2. If you ship to fairly near market, you want quantity and appearance because in quantity you get your profit. We still advise Blakemore and Premier, then Big Joe and Lupton or Aroma and Gandy.
3. If appearance alone is your chief aim, plant Chesapeake and Lupton, and even here Premier and Big Late might also find a place.
4. If quality is the biggest thing, plant Wm. Belt and Gibson.
5. If we were going to select a list of varieties to cover the season and to be planted on the greatest variety of soils and in any climate, we would say: for early Premier and Blakemore, midseason Aroma, Lupton, Big Joe and Sample, for late Gandy or Big Late. Out of an experience of a lifetime in berry growing we can truthfully say **they cannot be beaten for general use**. Probably you would not want them all, but you are safe in planting any of them. That is as safe as one can ever be on so risk a venture as any branch of agriculture is.

Gentlemen:

Follansbee, W. Va.,

Please ship me parcels post C. O. D. 800 Premier strawberry plants. You have been recommended to me by Mr. C. E. Agnew. I understand that the plants sell for about \$2.50 per thousand. Please make immediate shipment.

Very truly yours,

C. D. Jacobs.

We Guarantee everything we sell true to name, and believe 99 per cent of everything that we have ever shipped has proved so. However, sometimes in spite of the utmost precautions, mistakes do occur, and we will, upon proper proof, replace anything that proves untrue to label or refund the purchase price.

Mistakes To Avoid

Of course we want to sell you your berry plants for this year. That is why we are sending you this little booklet, but really we are genuinely interested in your success, for the success of our customers is the basis of any success we may possibly achieve. May we point out that you can make a mistake:—

1. By trying to get plants for a price below the cost of production for good true-to-name stock.
2. By digging your own plants and denying the variety you grow the advantage of a change of soil and climate, so often of such great advantage to them.
3. By a failure to get your plants in time to be set early, for an early planting is a big start on the road to success. Order early and have them shipped as early as there is a reasonable prospect of using them. The way ours are packed they will keep, if placed where it is cool and damp, for several days after arrival.
4. By failure to get stock true-to-name. You want what you buy. We use our utmost endeavor to safeguard our customers in this respect, and believe that .999 per cent of all that we have ever shipped was true to label.
5. By setting plants not grown for plants alone. From us you get the whole bed, and from a warm sandy soil. No short, broken roots.
6. By buying any except fresh dug and well packed stock. We do not store any and we do pack them carefully in plenty of damp moss and in slatted crates that give the crowns plenty of light and air.
7. By paying more than good true-to-name and carefully packed plants are really worth. If you do not send us your order: "You may pay more, but you will not buy better."
8. By a failure to select a proper soil, for every berry grower of extensive experience has found that frequently his berry plants refuse to grow. As a rule he has erroneously attributed this to disease in the plants, especially if they were purchased, rather than propagated by himself. Experiments have convinced many growers that the real trouble is in the soil itself, that there are certain places where it is practically impossible to grow berries successfully. Whether this refusal on the part of berry plants to grow in these given places is due to the lack of a certain bacteria or plant food, or whether the soils contain some poison that kills the plant is a moot question as yet, and one that a number of State Experiment Stations are now at work on.

Our life-long experience in growing Strawberries has taught us, however, that a number of kinds are practically immune from trouble on any soil, while there are others that have to be planted on favorable soils or they refuse to grow. In order that our friends may have the benefit of our experience we propose to call attention to those kinds which will grow anywhere. You may count on Blakemore, Premier, Big Joe, Lupton and Big Late giving you a good bed, if any kind in existence will.

You want plants grown on a warm, sandy soil. We have them



BIG JOE

The Best Five

On pages 10, 11, 12 and 13 of this catalog there are descriptions of what we believe to be the best varieties in existence today; Premier, Lupton, Big Joe, Chesapeake, and Blakemore.

They possess all the elements that make for success: vigor of growth, productivity, stamina at fruiting time, freedom from disease, and what is most important, the handsome appearance that commands the highest price always.

Of the five Premier is the most popular as yet, perhaps deservedly so. It is the earliest, the most productive and the surest success under all conditions of soil and climate, but Blakemore is good.

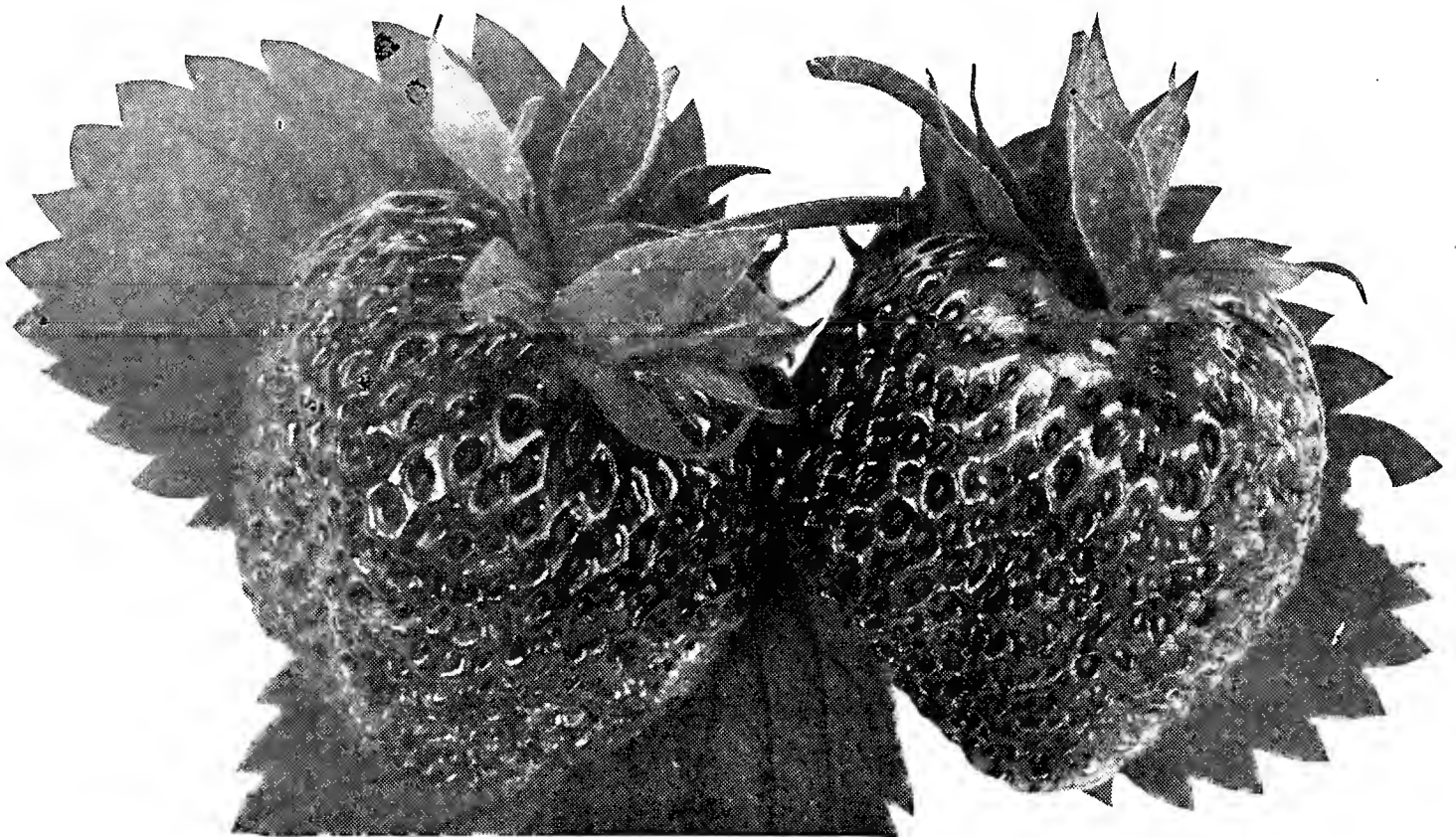
We feel that a mistake is made when a long list of varieties is planted. Differing widely in general appearance, different varieties do not crate up well together, pickers are not satisfied to gather carefully the smaller and less productive kinds. Many of them are inferior in some particular, hence we unhesitatingly recommend these five of tested merit and unquestioned superiority. Of course, if it has been demonstrated that for your special situation of either soil or market that other kinds are best, we will be glad to fill your order.

But we feel quite confident that with these five varieties the vast majority of growers will be certain of the largest possible profit. Hence we place them at the head of the procession, feeling sure that they will not be displaced.

Big Joe

One of the very best of the perfect blooming kinds. In size it is the equal of anything we have ever seen, taking the entire crop right through, as the last berries are almost as large as the first, and this in spite of the fact that it bears very heavily. It ripens midseason, along with Aroma and Sample, comes on rapidly and ripens all over at once, making it easy to pick. The shipping quality is good. It is not so firm as Aroma or Blakemore, but it has shipped well for a number of years and has brought high prices. We have known of instances where a whole crop of Big Joe brought the highest prices of any variety being loaded. We especially recommend it for the garden on account of its handsome appearance and excellent quality.

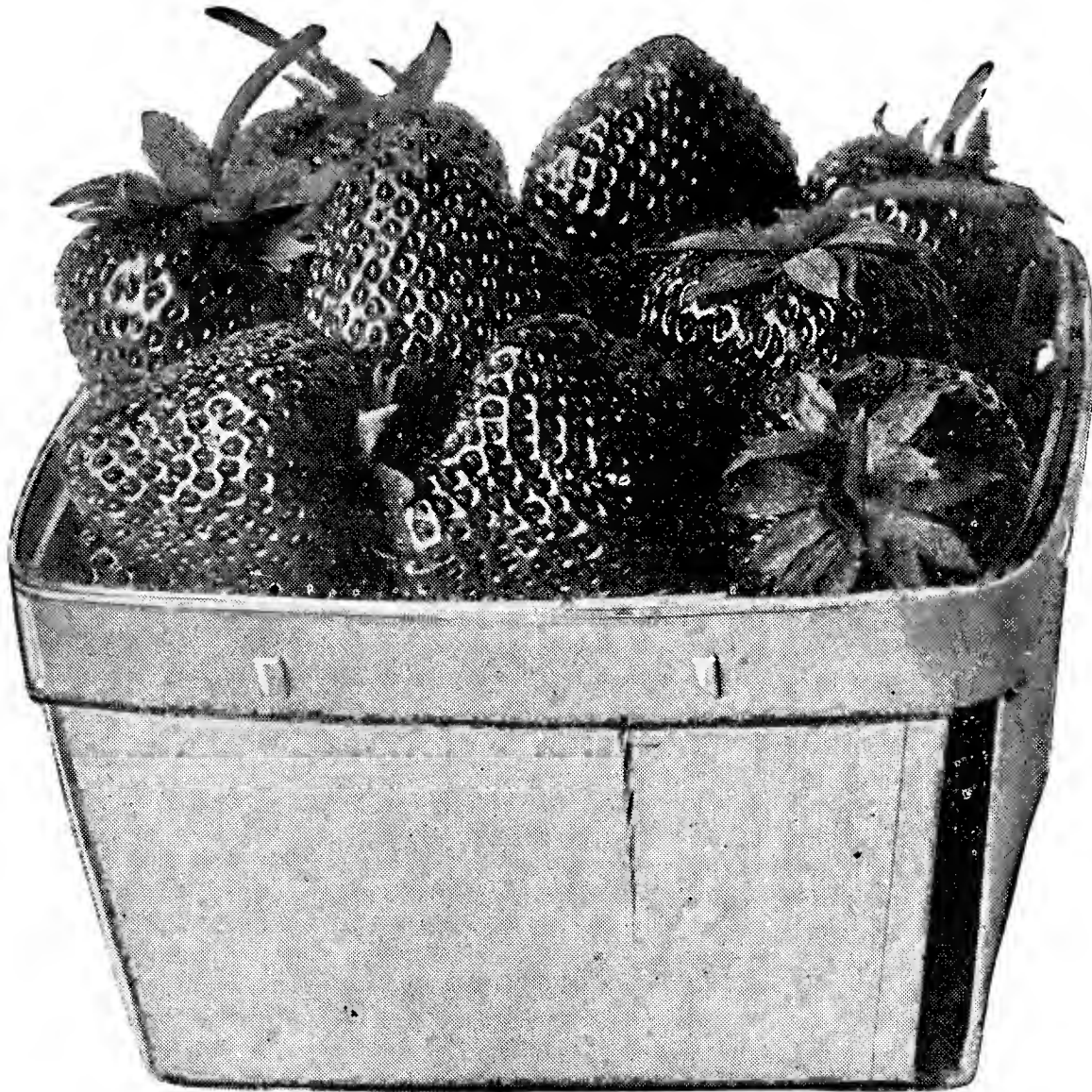
It is also a particularly strong and vigorous grower, the equal of any. We feel sure that you will find that it meets every possible requirement of the market berry grower, and has a perfect bloom, so that it does not need a pollenizer. In fact, we think it can be used as a pollenizer for any of the midseason varieties with entire confidence. Has been popular a long time and will be for many years to come.



CHESAPEAKE

Chesapeake

The most valuable of all W. F. Allen Co's introductions. For many years there has been a place for a fancy late berry of good shipping qualities and Chesapeake has filled it. We have never seen any that was of more beautiful appearance, large, even in shape and uniform in size, it seems to have reached perfection so far as market qualities are concerned. Ripens a little earlier than Gandy, but holds out about twice as long, and in most localities is vastly more productive, though Gandy may occasionally, with ideal soil, bear quite as many berries as Chesapeake. The great superiority that it has over nearly all others is its remarkable selling qualities, for we have positively known of sales where it brought twice as much per quart as other standard varieties of its season. It may be that there will be an overproduction of poor berries, but we doubt if there will ever be too many of such high quality and handsome berries as Chesapeake. Its only weakness is a difficulty in getting a bed of the plants. If you can grow it, plant it. A handsome profit is reasonably sure, particularly in the Middle Atlantic and New England States.



A Basket of Premier

Premier Of all berries ever introduced Premier seems to be more nearly ideal than any we have ever grown. It is beyond all question the best early variety ever offered the American public. For several years now in spite of manifold adverse conditions it has produced enormous crops and they have brought the highest market price. In other years when other kinds were failing on account of lack of moisture Premier was still on the job. It is a good grower, making plenty of stocky, heavily rooted plants, but not inclined to get too thick, you always have a bed that is just about right. It is tremendously productive of good sized berries, and no matter how many kinds there are in the market Premier always tops them all in price. The most remarkable feature is the fact that it keeps so well, for three or four days after picking it holds up in texture and appearance to a most remarkable degree. It does not matter where you may live we can recommend Premier, as reports from all sections agree in placing it at the head of the list and our prediction is that it will remain there a long time. The only weakness it has is a failure to ship well when there is heavy rain during the ripening season.

Dear Sirs:

Nelson County, Ky.,

A friend of mine heard how fine my Premier berries were, and asked me to order plants for him, I told him it was almost too late; but he said he would take a chance, didn't want to wait until next spring, so if you have them, please send them at once by parcel post to W. D. King.

Yours truly,

W. V. Stallard.

YOU CAN PAY MORE BUT YOU CANNOT GET BETTER



BI AKEMORE

Blakemore One cannot be too positive in recommending a new variety of fruit, especially of one so full of vagaries as the strawberry, but we believe that Blakemore is a good one. For one thing it has the unqualified endorsement of the U. S. Department of Agriculture. It would seem that they cannot be wrong very far, since they have "no axe to grind" in the matter. It is early, good size, good color, and of **very fine general appearance**. Perhaps its greatest bid to popularity is the fact that it is one of the most firm and long keeping berries that we have ever seen. It may be left on the vines two or three days after ripening and will still be in good shipping shape. Retail merchants like it because if unsold one day it is still good the next. **It is sure to be popular in all markets.** It does not bear as prolifically as Premier and some others, but it is wonderfully vigorous growth. We believe it is destined to establish a permanent place among the leaders in strawberries, and possibly to eventually supplant the justly popular Premier. If all other kinds have failed to do well for you try Blakemore. It will succeed.

Gentlemen:

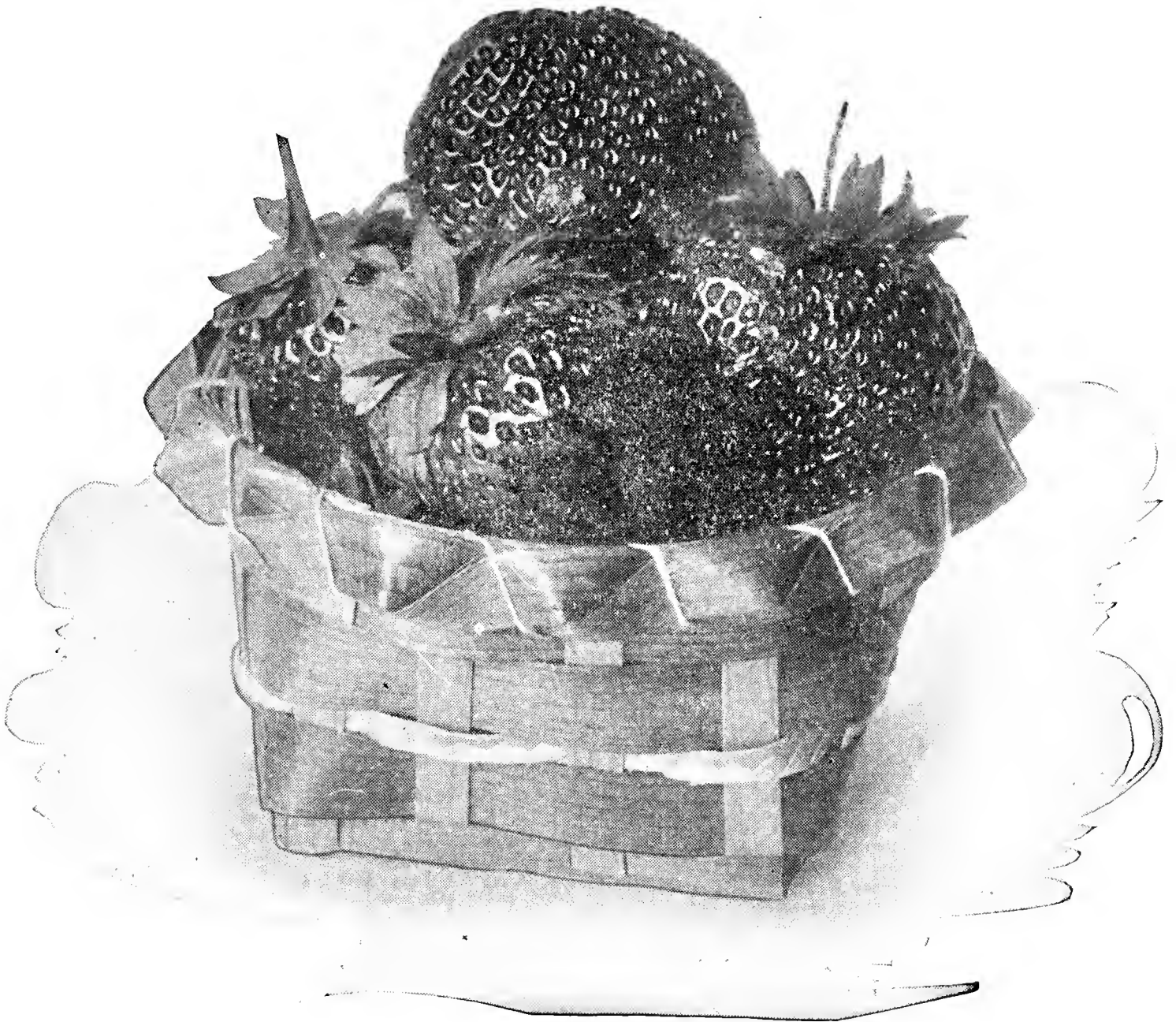
Macoupin County, Ill.,

Your plants arrived in good condition, and had good roots. I thank you. They were planted carefully and for good results.

Yours for success.

Theo. Kies, Berry Grower.

On all orders for plants accompanied by the full amount in cash, we will allow a special discount of 5 per cent on lots of 5000 or more. This may be deducted in making remittance or plants be added to the order for the amount of the discount.

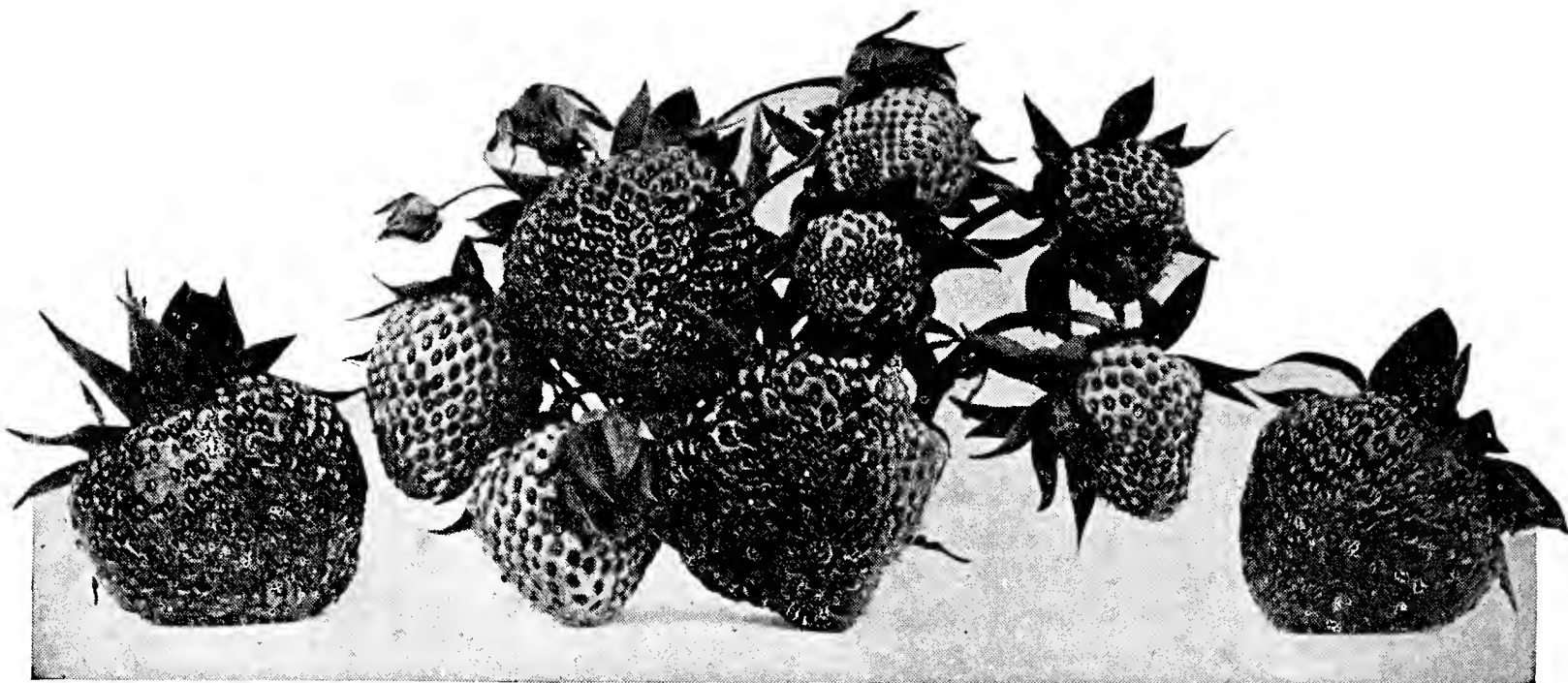


LUPTON

Lupton To the man who wishes to grow really fancy berries we unhesitatingly recommend the Lupton. It is every whit as handsome as the justly famous Chesapeake, and is so much superior to that kind in vigor of plant growth that we urge all who have a fancy trade to supply to at least give Lupton a trial. The fruit is very firm and extremely handsome, in fact we do not know of any kind in existence today that shows up to better advantage when crated, and it is as productive as any kind we have ever grown that was a real fancy berry. It is perfect flowering kind and is suitable for pollenization purposes if needed, ripening early midseason. It is not a rampant plant-maker, but has never failed to make a good bed for us and the plants are heavily rooted and full of vigor. We say again if you want a strictly fancy berry plant Lupton, but we do not advise that it be planted on any but a good, rich soil. We have an unusually fine stock of plants for this year and feel sure that those who plant these will pick a handsome crop of berries in 1935. In this immediate vicinity it has partly supplanted the long time popular Big Joe, chiefly because it suffers less frost damage.

Plants that are true to name, free from disease, carefully packed, and economically priced are what you want. We have them.

"YOU CAN PAY MORE BUT YOU CANNOT BUY BETTER"



DUNLAP

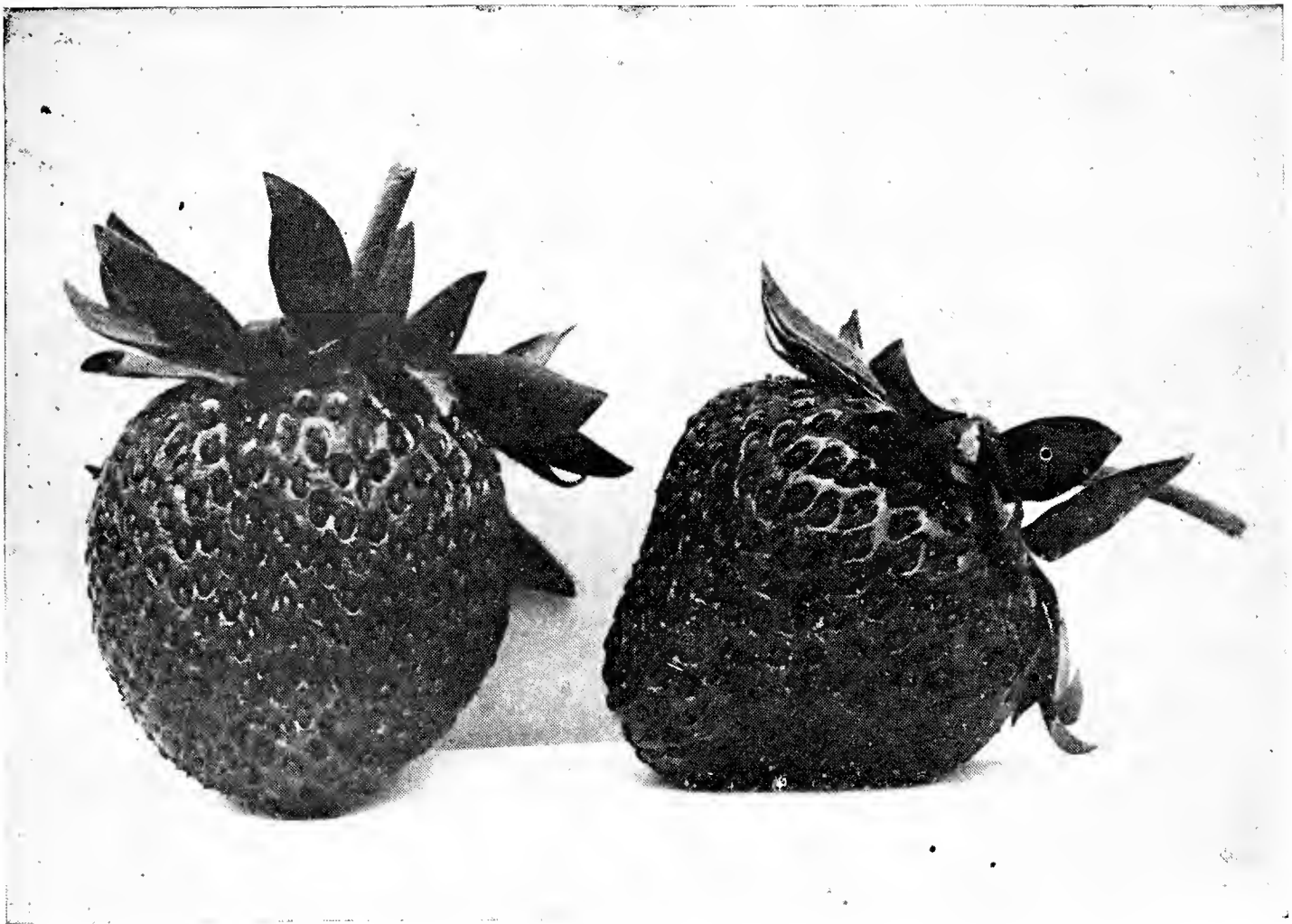
General List of Varieties

AROMA. It ripens with the regular midseason kinds, such as Big Joe and Sample. It is every bit as good a seller as the best, being quite as large, firm and handsome as any we know. We do not know of any kind that holds up better on dry, thin soils than Aroma. It is also a good grower in nearly every locality, on all kinds and conditions of soils, for while the plants are not as large as many others, for toughness and vigor it has no superior. **But the biggest thing in its favor is its selling qualities.** On all the Middle West markets Aroma is always quoted higher than average varieties, which in a season of over-production means a lot. Our own experience leads us to **recommend it as a good pollenizer**, though it has not usually been recommended for that purpose. We have found it better than Chesapeake, for it is much more vigorous in growth. Certainly no grower can make a mistake in planting Aroma, if you wish a handsome berry of proved merit.

ABERDEEN. This is a variety that is making its way very rapidly without the help of extensive advertising, which is a sure indication of its intrinsic worth. Perhaps it is being more widely planted in New Jersey and Pennsylvania than any of the newer varieties. It is not recommended for distant shipment, but for near market is surely one of the best. The fruit is medium to large, of conical shape, dark red, and of most excellent quality. It is an especially strong and vigorous grower, will bring up a crop under the most trying conditions. We strongly recommend its trial in comparison with Premier.

BELLMAR. We have not seen the fruit of this, but it is one of the U. S. Department of Agriculture's introductions and we have every confidence that it is a good one. We quote their description:

"As compared with Premier the plants are much more vigorous and produce runners more freely; the blossoms are perfect, ripens about a week earlier than Premier and fruits about as long, it has been more productive than Premier and has produced a better grade of berries, and on good soil the berries are as large, color bright red, similar to Premier but not as dark as Missionary, they have a very large green calyx and a gloss which has caused it to be selected as the handsomest among hundreds. They are firmer than Premier and not so acid as Missionary. They rank high in dessert quality." **This is one variety we advise you to try this season, and order early as the supply of plants is limited.**



Gandy

BIG LATE. This is one of the best growers; makes a heavy bed of large stocky plants, with long fibrous roots that go down for the moisture; and with a light color somewhat resembling Haverland. The quality is among the very best; and for that reason it should sell well, for fruit growers have to recognize that the consuming public is constantly growing more critical of the quality of the fruit it buys. It is also very nearly perfectly rust proof; making it valuable during a wet season. The berries average large in size; are a bright glossy red with prominent seeds, and almost all are perfect in shape. It has a full green cap that adds to its attractiveness when crated. It is one of our best shippers and should therefore become valuable for either home or distant market. It is medium late and therefore cannot take the place of Gandy if you want a very late kind, but it is a great berry of its season.

BURGESS. From Alabama and a seedling of Aroma. It is the claim of the originator that it is superior to that justly famous variety. If that be true, it is safe to say that we shall hear of Burgess for a long time to come. It is a good grower and we advise all our friends to give it a trial. The berries are very beautiful and firm and it is productive.

DUNLAP. Makes more plants than any other we grow, and if allowed to get too thick the berries are generally small, but when properly thinned, you find it hard to get a berry that will produce more nice market berries than Dunlap. The fruit is average in size and perfect in shape and ships well but the great point with Dunlap is that it may be depended upon to grow well and bear well everywhere and every time, even during a record-breaking drought. Ripens with the very earliest midseason berries and matures its crop rapidly. Not as popular as it once was. Should be thinned for best results.

Gentlemen:

Plants arrived in good order and are looking very well.

Montgomery C., Pa.

Sincerely,

Carl Graser.



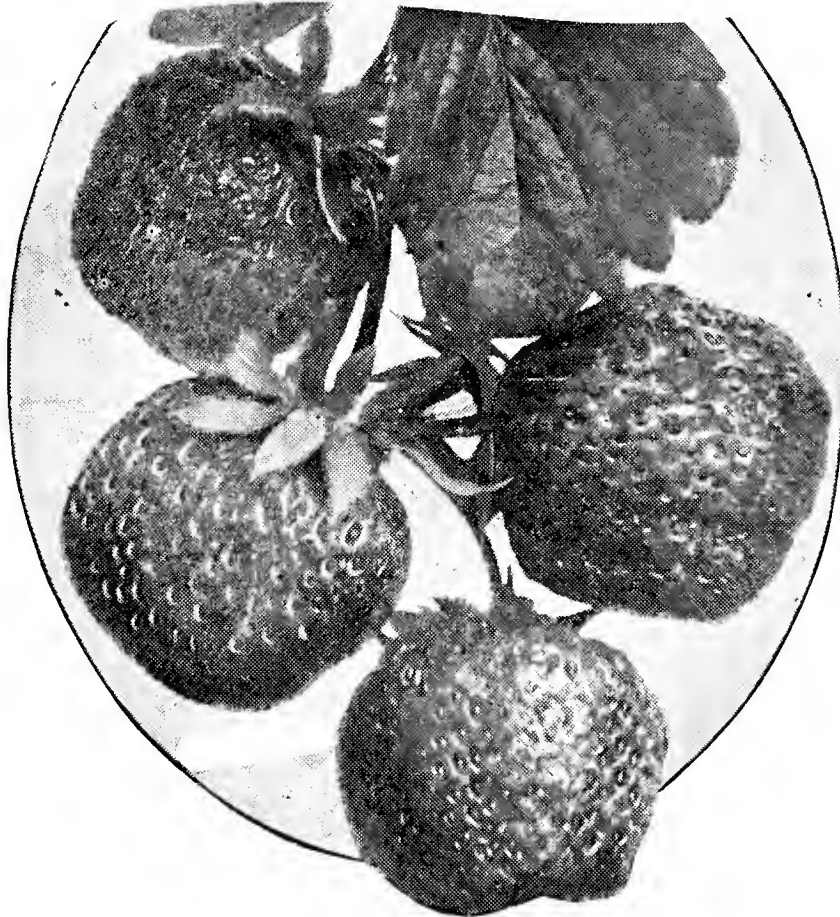
HAVERLAND

HAVERLAND. It is a heavy yielder and can be depended upon to bring up a crop every season. If you have any berries at all, you are sure to have Haverland, it is one of the toughest and strongest growers there is on the list. The berries are fair size, long-conical, firm and a fair shipper, and it never rusts. Not so popular as it once was, but a wonderful berry in some places still, though Premier has about displaced it in many, if not most localities.

GIBSON. Not especially recommended for a shipping berry but fine for local market or home use. Berries large, beautiful dark red color, vigorous grower and very productive. Bears through a long season and very popular for canning.

GANDY. For forty years one of the leading late kinds and by some still considered the best. The only trouble is, that on dry soils or in a very dry season it cannot be depended on to bear well. Of extraordinary shipping and selling qualities, it is still the leading market berry for late in some berry producing centers. A free plant maker and good grower generally, yet sometimes failing in vigor. Its remarkable firmness makes it keep on the vines longer than almost any kind we know, and it never fails to bring the price. For late it is good. Many kinds have challenged its supremacy but none as yet altogether dislodged it. Must be planted on moist, rich soil

IMPROVED HEFLIN. Grows with great vigor on any type of soil and will always set a full crop regardless of whether the land on which it is grown is rich or poor. In fact we have never seen any that does so well on thin soils as it does. At the same time it responds recklessly to good treatment. Its weaknesses are its lack of firmness and tendency to grow too thick, and to suffer frost damage. It is not popular for shipment. In a few localities no other kind equals Heflin for profit.



KLONDYKE

KLONDYKE. Found valuable, not for the quantity of fruit it produces but from the fact that what it bears is of such fine appearance and shipping quality that it will command the top of the market always. It has a strong, staminate blossom which makes it satisfactory as a pollinizer. It is not tremendously productive, but bears a very fair crop, and the berries are remarkably uniform in size, shape and appearance, and of extra fine quality. It begins to ripen about three days after the earliest kinds and continues in bearing through a long season. One of the most vigorous growers on the list.

MISSIONARY. This is the most popular variety of the South, especially Florida. They make an excellent bed of plants and produce the quality of berry that is a good shipper. Berries are medium size, very dark red in color, rather tart and most desired by canners.

McALPIN. One of the greatest growers we have ever seen, doing well on light poor soil, in fact will grow anywhere. It is a fine shipper and brings the top of the market. Very productive of medium to large, scarlet colored, perfectly formed berries and unsurpassed in quality. We recommend McAlpin to all who want a vigorous growing, productive and fine looking strawberry. It is a good one, medium late. You can plant it with confidence.

PARSONS' BEAUTY. This is a tremendously productive berry of the Haverland and Dunlap type, and while it does not do its best every season, still we know it to be one of the best for size and a crop that can be planted. We do not recommend it, however, except for a moist, swampy soil of fair fertility; but when given that, it is one of the greatest berries ever grown, provided the season is not too wet at picking time. If there is much rain when they are ripening they are sure to rot badly.



SAMPLE

PAUL JONES. One of the most productive varieties on the entire list. On all soils, light or heavy, rich or poor, it brings the crop. It is a good, vigorous grower, making plenty of plants. It has an imperfect blossom and should be planted with Big Joe, Aroma or Premier. Berries large, good appearance and ship well. If you want a good crop plant Paul Jones.

SAMPLE. It is a beautiful grower, making just enough plants for an ideal fruiting bed; and for productiveness it is not excelled by anything. It is not likely that there is another sort that will bear more quarts of berries than sample. They are of a beautiful bright red, firm enough to ship a reasonable distance, and the quality and appearance are good enough to bring top prices always. The season of ripening is medium, about the same as Aroma or Big Joe, and there is none that holds up better in size to the end of the season. Anyone wanting to plant main crop berries would do well to include Sample in their list. It is reliable, especially in Pennsylvania and the Middle West. Has an imperfect blossom and therefore must be planted near a perfect blooming kind.

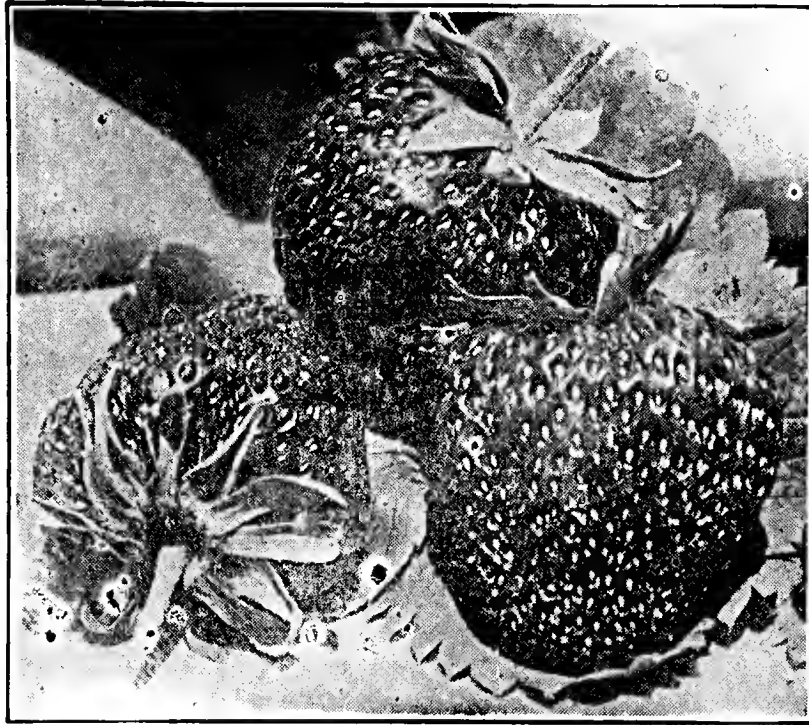
WM. BELT. This has for many years been the standard of excellence so far as quality goes, and we do not know of any as yet that has taken its place. It is a fair grower, but sometimes rusts badly in late summer, and we do not get a good bed. The flavor is so delicious that there is always a demand for more when it has once been placed on the market. It is moderately productive and ripens medium late. If you want quality Wm. Belt may be planted with confidence.

Gentlemen:

Orleans County, Vermont.

Plants received and they look to me more like fresh dug plants than any plants that I have bought for years. If you can send me 200 Premier fresh dug from new bed with good white roots I should like them.

I have had a few plants from your section that looked like plants from old fruitbed which I do not care for. Very truly yours, W. A. Sylvester.



Progressive—A good Everbearer

Fall-Bearing Strawberries

For a good many years there has been a persistent effort on the part of strawberry growers to secure a Fall-bearing berry that was **really worth while**. We are betraying no secret when we say that this quest is still on. From time to time new kinds have been brought out and for a time seemed to approximate the ideal, and then we have found that they have succumbed to that unfortunate peculiarity of so many strawberries, they have "run out."

This is a matter of very sincere regret, for nothing would insure a stable profit for berry growing like having good berries for sale in August and September of each year. We wish we could sincerely and generously recommend some of the kinds now in existence to our many friends; but if the truth be told, so far as we know there is no satisfactory variety in propagation today. All of them we have tried have proven little more than interesting novelties. It looked like Mastodon was a sure winner, but for the past few years it too has failed to measure up. May we say that of all the varieties offered we have a fine, true-to-name, and healthy stock and shall be very glad to have your order for as many as you may need, but we cannot honestly recommend any of them as offering any very probable and consistent profit. They may do well for you, as they occasionally do in certain locations and on some soils. If so we have the plants and shall be most happy to serve you.

Gentlemen:

Volga, W. Va.

We received the five thousand strawberry plants all O. K. Think they are nice plants.

E. L. ROBERTS.

Dear Sirs,

Williamstown, N. J.

The strawberry plants arrived in fine condition. Thank you for the generous count.

Respectfully,

MRS. ALEX. KOHRING.

Gentlemen:

Bala-Cynwyd, Pa.

Plants arrived in good condition. Ground prepared and they are heeled in until next week.

MRS. D. E. WILLIAMS.



Mastodon

A Wonderful Everbearer

CHAMPION. So far as we have been able to observe this is nothing but the old **Progressive** renamed. Some years we have felt that we could detect some difference, only to find that the next year would confirm our opinion that they were identical with **Progressive**. We grow them separately and if you prefer the **Champion** shall be most happy to have your order for them.

LUCKY STRIKE. It is the one everbearing variety that will make a good bed of plants when other varieties fail. The berries are of a good size, shape, and even, having the seedy appearance of **Chesapeake**. Their only weakness is, they will not yield as heavy as the **Mastodon** and **Progressive**.

MASTODON. As previously noted this looked like a real winner for a few years after its introduction, but it has developed the unfortunate tendency to "stool up;" that is to say, the young plants set in spring will not make any runners, so that it is difficult to secure a sufficient number of plants to produce any kind of crop. The berries are of a fine size and appearance and are fairly firm, and, in a season that is cool and when there is sufficient, but not too much rain, a very fair crop of nice berries may be looked for.

PROGRESSIVE. We consider this the best for general purpose, for the reason that it will bear on the current year plants. That is to say, the runners that take root in June and July will produce berries in August and September. If you want earlier berries, it is best to set the plants about 12 inches apart and keep all runners off them. By this method you will secure better berries, but fewer of them. The usual method of growing them is by the "matted row" system; that is leaving all runners to take root. The quality of the fruit is fine, but they are usually small and are inclined to be soft, so that they have no shipping value of consequence.

The folk who win are those who hold on when everything looks at its worst

Price List of Strawberry Plants

BY EXPRESS, RECEIVER TO PAY CHARGES

Early Varieties	1,000	500	100	25
Blakemore	\$2.00	\$1.00	\$0.45	\$0.25
Bellmar	2.50	1.25	.45	.25
Dunlap	2.00	1.00	.45	.25
Improved Heflin	2.00	1.00	.45	.25
Klondyke	2.00	1.00	.45	.25
Missionary	2.00	1.00	.45	.25
Premier	2.50	1.25	.45	.25
Midseason Varieties				
Aberdeen	3.00	1.50	.50	.25
Big Joe	2.25	1.15	.45	.25
Haverland (Imp)	2.50	1.25	.45	.25
McAlpin	2.00	1.00	.45	.25
Paul Jones	2.00	1.00	.45	.25
Late Varieties				
Aroma	2.25	1.15	.45	.25
Big Late (Imp)	2.50	1.25	.45	.25
Burgess	2.00	1.00	.45	.25
Chesapeake	4.00	2.00	.50	.25
Gandy	2.00	1.00	.45	.25
Gibson	2.00	1.00	.45	.25
Lupton	2.25	1.15	.45	.25
Parsons' Beauty	2.00	1.00	.45	.25
Sample (Imp)	3.00	1.50	.50	.25
Wm. Belt	3.00	1.50	.45	.25
Everbearing Varieties				
Champion (Fall)	3.50	1.75	.55	.25
Mastodon (Fall)	3.50	1.75	.55	.25
Progressive (Fall)	3.50	1.75	.55	.25
Lucky Strike (Fall)	3.00	1.50	.50	.25

HOW TO SHIP

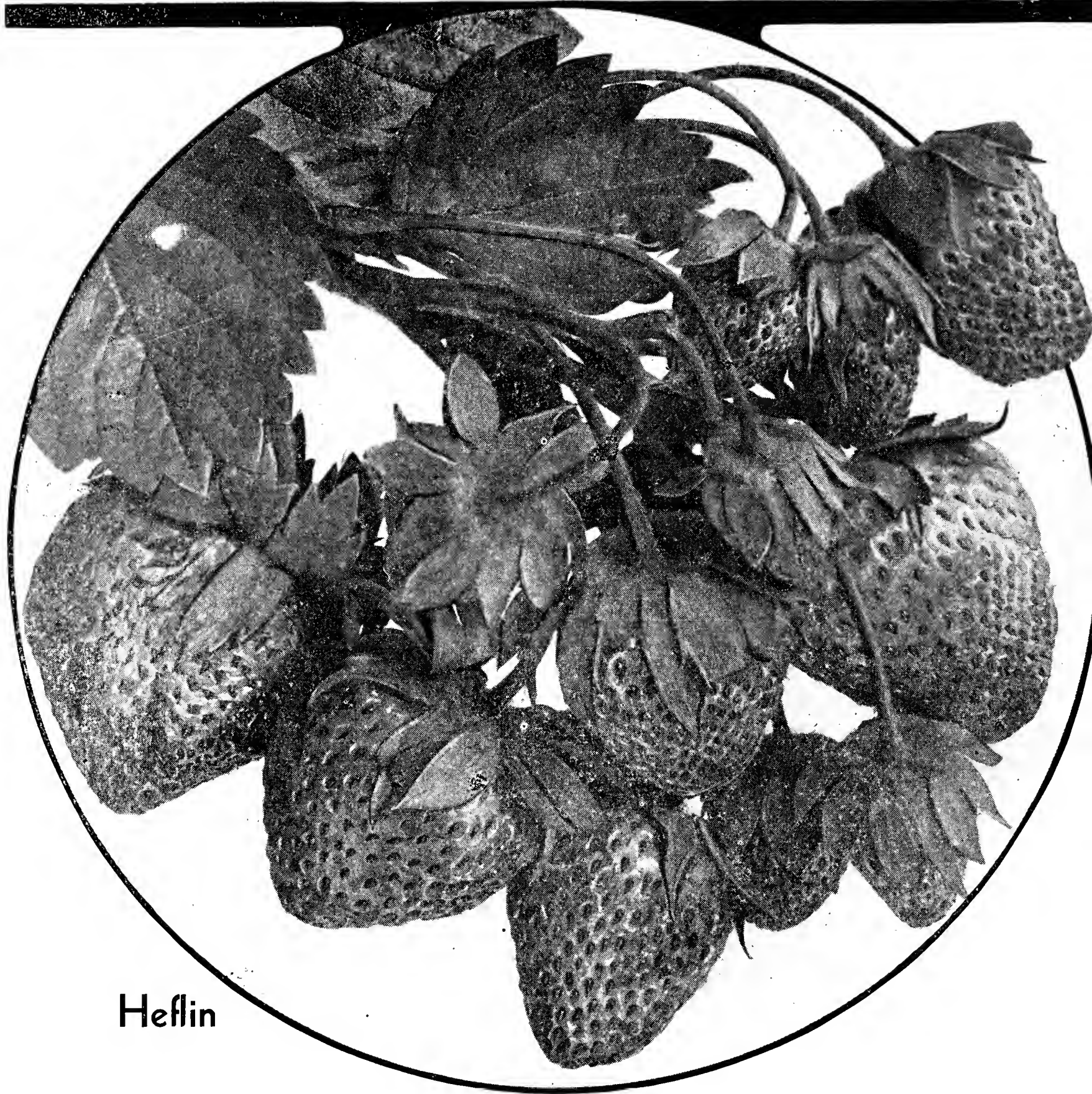
Express is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great.

Parcel Post. Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately 4 pounds per 100 plants. Make up your order, calculate the approximate weight and if you do not know your zone from Franklin, Va., use distances given herewith, or ask your postmaster.

Zone	Miles	1st Pound	Additional Pounds
1st	0 to 50	7 cts	1 ct for each or fraction
2nd	50 to 150	7 cts	1 ct for each or fraction
3rd	150 to 300	8 cts	2 cts for each or fraction
4th	300 to 600	8 cts	4 cts for each or fraction
5th	600 to 1000	9 cts	6 cts for each or fraction
6th	1000 to 1400	10 cts	8 cts for each or fraction
7th	1400 to 1800	12 cts	10 cts for each or fraction
8th	1800 up	13 cts	12 cts for each or fraction

The plants offered in this catalog are as good as the best; why pay more?



Heflin

Jones' 1934 Catalog of
SELECT STRAWBERRY PLANTS

===== Grown by =====

J. W. JONES & SON
FRANKLIN, VIRGINIA